



NOTE: Please adapt this to your local programs and share with your local media

[Agency Name] Joins DPH “Know Plan Prepare” Campaign to Encourage Individuals and Families to Plan Ahead for Emergencies

<City/Suburb/Town>—<Agency Name> joins the Massachusetts Department of Public Health (DPH) in promoting emergency preparedness as part of the “Know Plan Prepare” campaign during National Preparedness Month.

“Know Plan Prepare” is a statewide campaign to encourage Bay State residents, families and communities to make plans and prepare for public health and medical emergencies, threats and disasters. The campaign features two 30-second ads that can be viewed both on TV and the campaign website, a reusable grocery tote detailing a list of emergency kit items to pick up while out shopping, print materials, web resources and social media components developed by the DPH Office of Preparedness and Emergency Management, in partnership with state and local agencies.

“Every step that we take to prepare ourselves and our families for emergencies makes our community stronger and more resilient when the unexpected happens,” said <enter local spokesperson’s name>. “Now’s the time to be informed, plan ahead, and get prepared.”

For Preparedness Month 2016, the <City/Suburb/Town>, <Agency Name> plans to <enter local information here>. Throughout the month of September, we will <enter local information here>.

Check out the “Know Plan Prepare” web page at www.mass.gov/KnowPlanPrepare where you can watch the 30-second ads and find more information about individual and family preparedness, volunteer opportunities, and emergency planning for the whole community. You can join the conversation, too, on Twitter, at #ReadyMA.

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<Contact information>